NHCN's *1983 Consumer Attitude Survey*—pp. 15-53

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National Home Center News®

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Housing mismatch signals booming home alterations

NATIONAL REPORT—Virtually three-fourths of America's 83.5 million households provide too little, or too much living space for the needs of their occupants.

The dilemma amounts to a massive "housing mismatch" in the United States, where a generation of older Americans no longer need all the space they have, while their children who have grown and are looking for their own housing, are finding they cannot afford the space they need.

Together with the vast amount of maintenance and modernization projects postponed because of the recession, the need to alter and improve America's existing housing stock appears enormous. In the past 12 months, over 16.2 million households, completed a major home improvement project of $100 or more, according to an extensive nationwide consumer survey just complete for *National Home Center News* by Leo J. Shapiro & Assoc., a Chicago research firm.

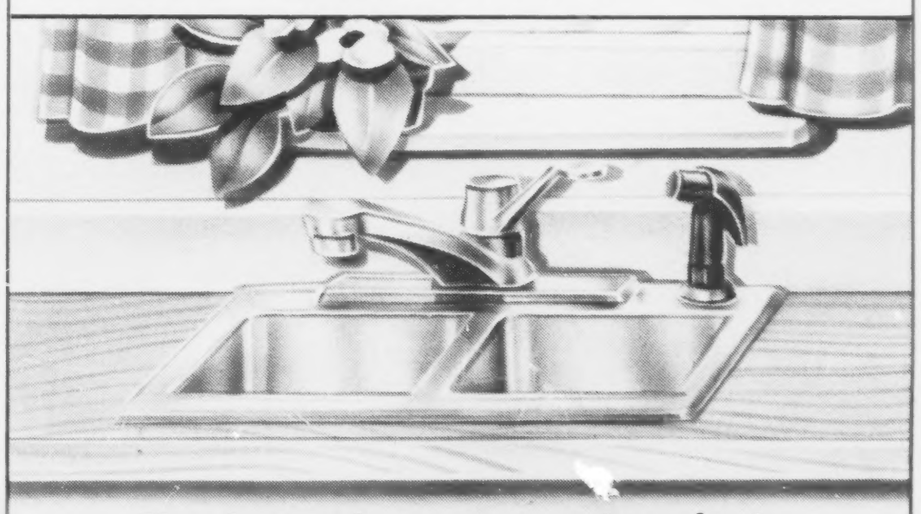
Households completing projects:

- *Spent an average of $2,648*
- *53% DIY; 30% hired contractors; 17% used some hired help, but . . .*
- *67% decided where to buy*
- *Home centers are chief supply source*

A total of 19.3 million households, meanwhile, plan comparable projects in the coming 12 months. Altogether, a third of America's households, or 27.5 million, either completed and/or plan a major home improvement.

Among households probed in detail that completed a major project in the past year, kitchen and bathroom remodeling were the most frequently tackled projects, for the second year in a row, according to *NHCN* research.

(Continued on page 18)



Top home improvement projects
completed in past 12 months

Projects	% of H.I.Q.* households	% of all households nationally**
1. Kitchen remodeling	13.0%	2.8%
2. Bath remodeling	13.0	2.0
3. Paint/wallpaper	12.1	3.3
4. Added porch/patio/deck	11.2	2.2
5. Room remodeling	10.3	1.1
6. Tile/flooring	8.1	2.4
7. Garage/basement remodeling	8.1	0.9
8. Paneling	7.6	2.0
9. Windows/doors/siding	6.7	1.1
10. New ceilings/walls	6.3	0.4
11. Heating/ventilation	5.8	0.9
12. Added a room	5.4	1.1
13. New roof	5.4	0.9
14. Added garage/shed	4.5	0.9
15. Carpeting	4.5	0.9
16. Insulation	4.0	0.9
17. Remodeled whole house	3.6	0.7

*H.I.Q.-those respondents identified as having completed/planning a home improvement project of $100 or more in past/coming 12 months
**1% = 835,000 households

Kitchen and bath remodeling were the projects completed over the past year by the greatest number of those households involved in a big ticket home improvement job. Among all households nationally, painting/wallpapering a room held a slight edge over kitchen remodeling as the most popular project. Source: *National Home Center News*; Leo J. Shapiro and Assoc.

Evans spins off retail group to pay off corporate debt

Registers equity plan to offer 80% of stock

By Brad Altman
NHCN West Coast editor

PORTLAND, Ore.—Evans Products' retail group, encompassing 343 Grossman's, Lindsley, Moore's, Hubbard & Johnson, and Alamo Enterprises outlets in 20 states—and EP's largest and most profitable operating segment—will be spun off into a new publicly held corporation.

The steps leading to the dramatic change began in mid-June when Evans announced the creation of a wholly owned subsidiary named Grossman's Inc. Following regulatory approval, some 80% of Grossman's common stock will be offered for sale. Evans will keep a piece of the action—"at least 20% of shares outstanding," company officials reported.

The result: By late summer, a brand-new home center chain will be born, with Evans' current retail group management remaining in charge. The strategy behind the move is to use cash generated in the stock offering to reduce corporate debt, officials said. Last September Evans placed its retail group on the selling block for the same reason, but officials said none of the offers were adequate.

Mike Grossman, Evans' executive vp and retail group president, will head the new publicly held home center chain.

The decision to spin off the retail group came less than two months after Victor Posner became Evans' chairman (*NHCN*,

(Continued on page 62)

Top home center TV advertisers step up 1st qtr. spending by 62%

By David Morgan
NHCN field editor

NATIONAL REPORT—The leading home center television advertisers increased their spending 62% during the year's first quarter, with Payless Cashways topping the list of chains with $789,000 spent on TV.

According to figures released by the Television Bureau of Advertising, Scotty's posted the industry's largest year-to-year spending increase with expenditures 1,535% greater than those recorded for the first quarter of 1982. The Winter Haven, Fla., chain, ranked fifth in a list of 15 top advertisers, ended the quarter with $300,900 in television commercials, compared with only $18,400 for the same period last year.

Meanwhile, W. R. Grace subsidiary Handy Dan boosted its quarterly spending from $12,500 to $77,300, an increase of 518%. Knox Lumber of St. Paul, Minn., also posted a healthy increase in the first quarter, spending $105,300 in the Twin Cities market.

The top 15 home centers collectively spent $3.8 million on television advertising from January to March of 1983. The same retailers spent only $2.4 million during the comparable period last year.

TVB spokesman Bob Grebe said the dramatic spending increases noted by the statistics came during what is described

(Continued on page 62)

Hardware Show in Chicago showdown

Nearby festival bodes a traffic nightmare

By Kenneth Schept
NHCN senior editor

CHICAGO—A tempest is raging along Lake Michigan that threatens to exclude Chicago as a site for future National Hardware Shows.

A 10-day celebration of music, food and drink called Chicago Fest is scheduled for Soldier Field during the same period next month that the Hardware Show will be at nearby McCormick Place.

Citing the city traffic that show-goers traditionally battle, Hardware Show organizers complain that additional cars and buses headed to and from Chicago Fest will result in a driving and parking nightmare.

Chicago police have developed contingency plans to handle the anticipated crowds, although Chicago Fest promoters minimize the traffic inconvenience and argue that their event's extensive program of top-name performers actually offers Hardware Show goers an unusual entertainment bargain.

Meetings have been held between various parties involved and certain accommodations

(Continued on page 62)

NEWSBREAKS

HOME DEPOT DEBUTS LARGEST UNIT. Atlanta-based Home Depot opened a 96,000-sq.-ft. store, with a 10,000-sq.-ft. nursery, June 30, in Tampa, Fla. The new unit—the chains 14th and largest—carries $4 million in inventory.

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HECHINGER raises credit card carrying charges . . . . . Page 2
EDWARD HINES repositions for DIY sales growth . . . . Page 3
***NHCN*'s 1983 CONSUMER ATTITUDE SURVEY**
CONSUMER PROFILE: Who's tackling major home improvement projects by age, income, sex and family size Pp. 18, 44-53
SHOPPING PROFILE: Where, why and how often they shopped . . . . . Pp. 15-16, 29-41
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NHCNews Briefs

Industry Update

Teachout leaves BE

William T. Teachout said he has resigned from his executive-vp post at 60-unit Builders Emporium after "four-and-a-half tumultuous and exciting years" at the Irvine, Calif.-based home improvement chain. "It was for personal reasons," Teachout told *NHCN*. "I have no definite plans."

Teachout

At presstime, no replacement had been named and BE president Anthony J. Swies was unavailable for comment.

Teachout joined BE as vp-merchandising in 1978 and two years later was promoted to gm. Last July, in a management reorganization on the heels of parent Wickes' Chapter XI bankruptcy filing, veteran Wickes' executive Swies was brought aboard as president and Teachout took the then-newly created position of executive vp.

Teachout said he departed BE at the end of June "with a very strong sense of satisfaction. We delivered sales and profits above plan last year, and we're doing exceptionally well this year."

Teachout said his only immediate goal is to vacation "on a house boat somewhere in the middle of Lake Powell" for several weeks.

Before joining BE, Teachout was gmm of W. R. Grace's Angels Home Centers.

Diamond USA to sell 9 units

SACRAMENTO, Calif.—In its continuing effort to divest less productive, sometimes unprofitable units, Diamond USA has put nine stores on the selling block in the Northwest, according to retail division vice president Richard Cushman.

He indicated, however, that divestiture of the nine stores, two of which are already closed, should mark the end of the consolidation program that will have seen Diamond reduce its retail holdings from better than 120 stores to 97 outlets in the country.

Diamond is offering its units in Everett, Kent and Lacey, Wash., Portland, Salem and Woodburn, Ore., and Twin Falls, Idaho, for sale. The stores, all of which are contractor-oriented in line with Diamond's 65%-35% contractor-DIY mix, range in retail size from 3,000 sq. ft. in Portland to 15,000 sq. ft. in Salem.

The three Washington stores, all in the Seattle area, Cushman said, have 5,000 sq. ft. of retail selling space with another 5,000 sq. ft. of open-to-public warehouse on about four acres each.

Two other Diamond units in Springfield, Ore., and Bellingham, Wash., which had been in "mothballs," are for sale.

"The proposed sales are in response to Generale Occidental's plan that we review all of our operations," Cushman related.

Generale Occidentale and its chairman, British financier Sir James Goldsmith, acquired Diamond International late last year through a merger into Diamond USA, another Goldsmith holding. By then, Diamond had already sold or closed some stores in a consolidation move.

Summer hours till 10 at Knox

ST. PAUL—Knox Lumber's nine retail stores have been staying open an hour later since June 1, when company officials moved closing time from 9 p.m. to 10 p.m.

While many retailers make it a practice to open later during the summer, it is unusual to be open that late. The stores, located in Minnesota, Montana and the Dakotas, open at 7:30 a.m. for a 14½-hour business day.

Melvin Maurer, vp of merchandising and marketing, said the move was tied to the beginning of daylight savings time but he does not foresee an evaluation of its effect on sales until the end of the summer. He said positive results may encourage the company to maintain the extended schedule throughout the year, however.

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Vol. 9, No. 15 July 18, 1983

Hechinger ups carrying charge in line with competitive retailers

By Phillip M. Perry
NHCN associate editor

LANDOVER, Md.—Hechinger Co. has raised its customer credit card carrying charges from 18% to 21% in selected markets, effective July 1.

States affected by the increase include Delaware, New Jersey and Maryland. Rates in Pennsylvania and North Carolina have been increased from 15% to 18%.

"Costs of operating the credit department have been going up," explained company controller W. Clark McClelland. A recent re-examination of such costs resulted in the increase, he said. Another factor was the desire to bring Hechinger's carrying charge up to a level closer to other retailers in markets served.

Carrying charges at retail chains now range from 18%-21%, according to the Credit Research Bureau, Purdue University, West Lafayette, Ind.

"Hechinger is raising its rates at a time when bank interest rates are coming down," says center director Dr. Robert W. Johnson. "On the other hand, the new rate does not exceed the upper level of the normal retail charge rate."

Johnson says personnel salaries normally account for over a third of the costs incurred in a retail charge account program. "This is one reason retailers have to charge more than the prevailing rate," he said. "Another reason is a general trend today toward transforming the credit program from a cost of doing business, like a parking lot of advertising program, into a profit center."

While McClelland would not say what portion of the Hechinger credit operation is attributable to personnel costs, he did say the increase was not an attempt to break even or make it a profit center.

Johnson said the Hechinger move may prove to be more troublesome than expected. "The higher carrying charges may increase the proportion of nonrevolvers," he said. "If a customer doesn't revolve, there is no income attributed to the credit department."

"We do not expect a substantial number of people to stop revolving," commented McClelland. "Our increase is coming along late and brings our carrying charge to a level at or below that of other retailers in our markets."

Sears, which now has a 21% carrying charge in 20 states, claims its rates are not necessarily the highest allowed by state ceilings, but rather are often tempered by local competition.

"State ceilings are not the only factors involved in our decisions concerning carrying charges," said McClelland. "Another is the level of carrying charges at other retailers in our markets."

Hechinger arrives at each customer's monthly finance charge by figuring the average daily balance if the monthly bill is not paid in full. In such cases, interest is charged from the day of the purchase.

Existing home sales reach a two-year high

NATIONAL REPORT—It has been a robust, even record-breaking season for housing.

Sales of existing homes in May reached their highest level in two years, 2.86 million units, seasonally adjusted. Housing starts for the same month reached 1.79 million units, seasonally adjusted, the highest production since September 1979.

At the same time, contracting for new residential construction for the first five months of 1983 reached $33.7 billion, a 65% increase over the same period last year, according to F. W. Dodge.

Housing affordability has also been increasing, according to an index compiled by the National Assn. of Home Builders that measures affordability as a ratio of income to costs, with 1977 as a base year equalling 100.

According to that index housing affordability has been growing steadily and reached 83.7 in April compared with 65.2 a year earlier. The index reached its lowest point in 1981's fourth quarter when interest rates were the highest, with conventional mortgages at about 19%.

Greater affordability has apparently drawn more prospective customers. Last September the NAHB's monthly poll of its members showed that only 5% described prospective home buyer traffic as high. By March that figure rose to 43%. Seasonally adjusted housing starts were 1.1 million in September, 1.6 million in March.

While industry analysts have increased their forecasts of housing starts this year, they remain cautious because affordability is tied to factors such as interest rates and the cost of building materials, both of which have lately been moving upward.

Rates for conventional mortgages rose slightly in May to

(Continued on page 61)

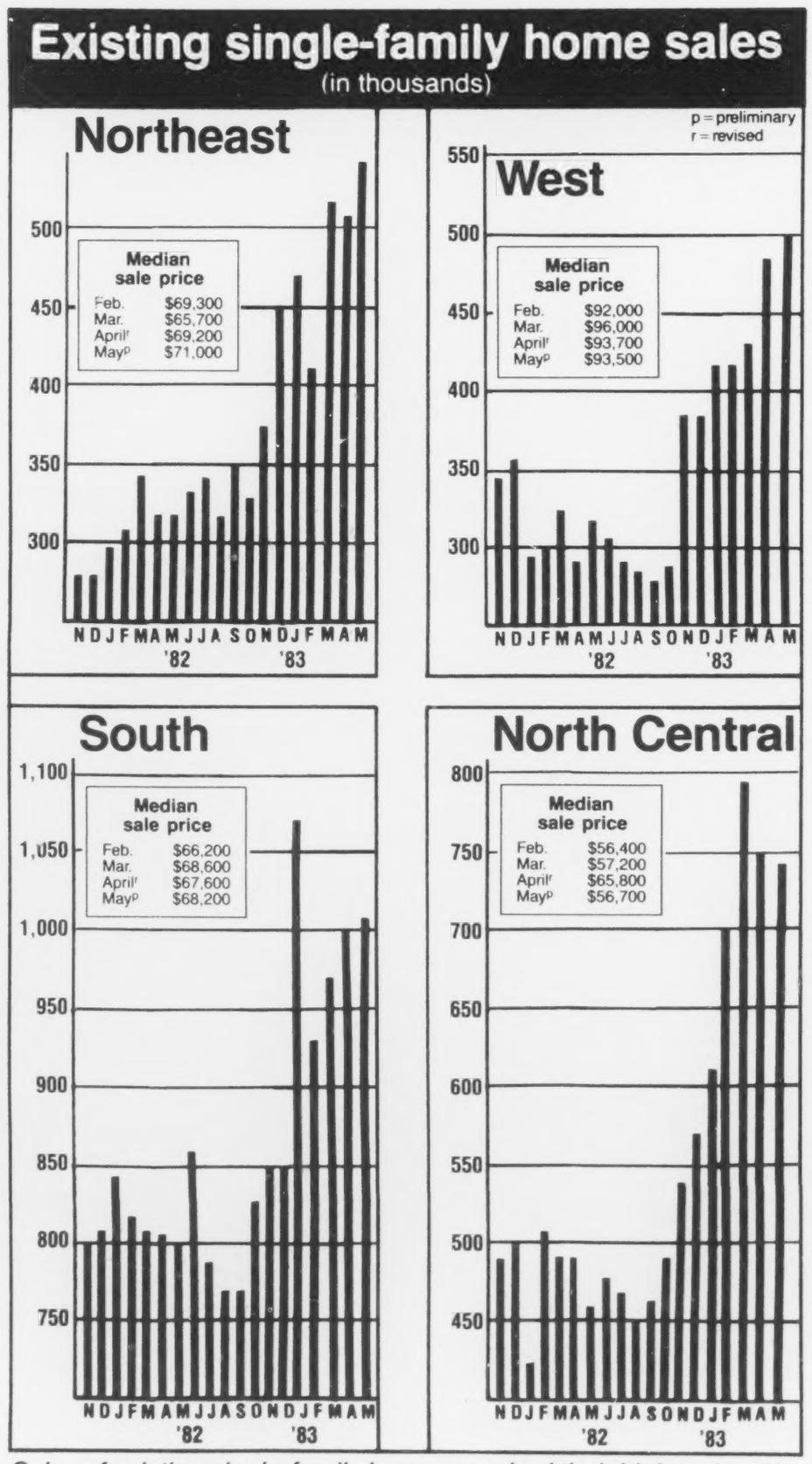
Hardware Wholesalers Inc. tops $500 M sales plateau

FORT WAYNE, Ind.—Last month, Hardware Wholesalers Inc., the 2,400-member dealer-owned wholesale co-op, surpassed $500 million in sales.

The co-op, which was founded by Arnold Gerberding and a group of 75 hardware and lumber retailers, reached $171,000 in sales volume in its first year. Five years later, in 1951, sales rose to $1.2 million, and HWI passed the $10 million mark in 1960. It hit $100 million in sales in 1972.

Currently, HWI distributes over 33,000 sku's to retailers in 32 states, and 60% of its membership and sales comes from home center operations. The company claims to be the first wholesaler to fully supply the home center industry as it is known today.

In fact, among other wholesale co-ops, HWI generates the greatest proportion of its sales —25%—from the distribution of lumber and building materials (*NHCN*, June 6). It ranks third in overall sales behind Cotter & Co. and Ace Hardware, both located in the Chicago market.



Sales of existing single-family homes reached their highest level in two-and-a-half years in May, growing 5% from April's figure to 2.86 million units, seasonally adjusted. However, real estate industry analysts were apprehensive that the rise in mortgage interest rates to 13% could negatively affect resale activity in June.

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NHCN's 1983 Consumer Attitude Survey

THE GREAT HOUSING MISMATCH

27.5 million households tackling big $ projects

NATIONAL REPORT—About one-third of America's 83.5 million households are now involved in major home improvement efforts.

There are currently 27.5 million households that either spent $100 on a home improvement project last year or are planning to during the next 12 months, a new study by *National Home Center News* discovered.

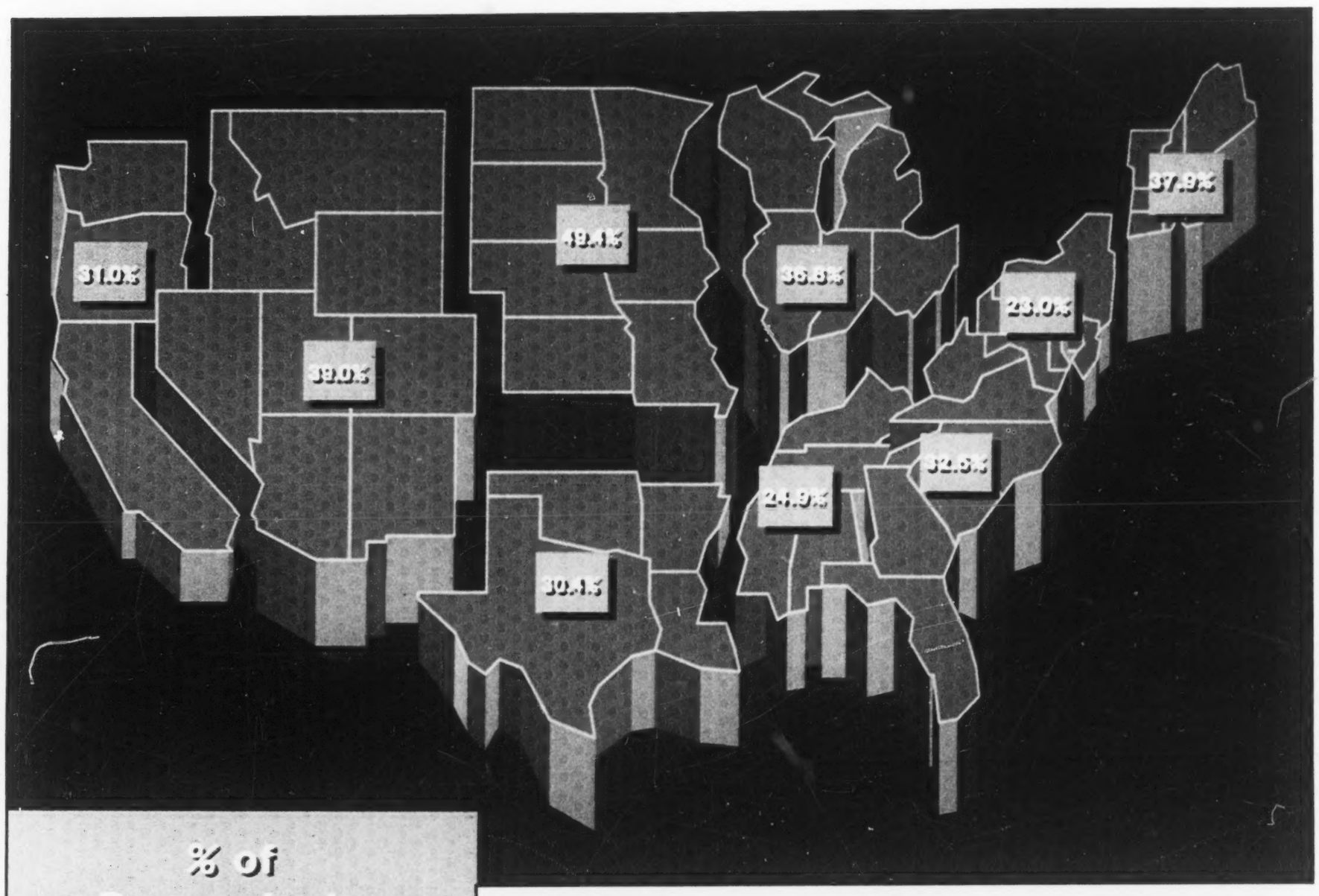
Overwhelmingly, the greatest concentration of home improvement activity is in the Midwest, in the same farm and industrial areas that have been economically distressed during the past several years.

In sheer numbers the Middle Atlantic States are strong, because of population density, although the percentage of its households engaged in home improvement activity is lower than any other region.

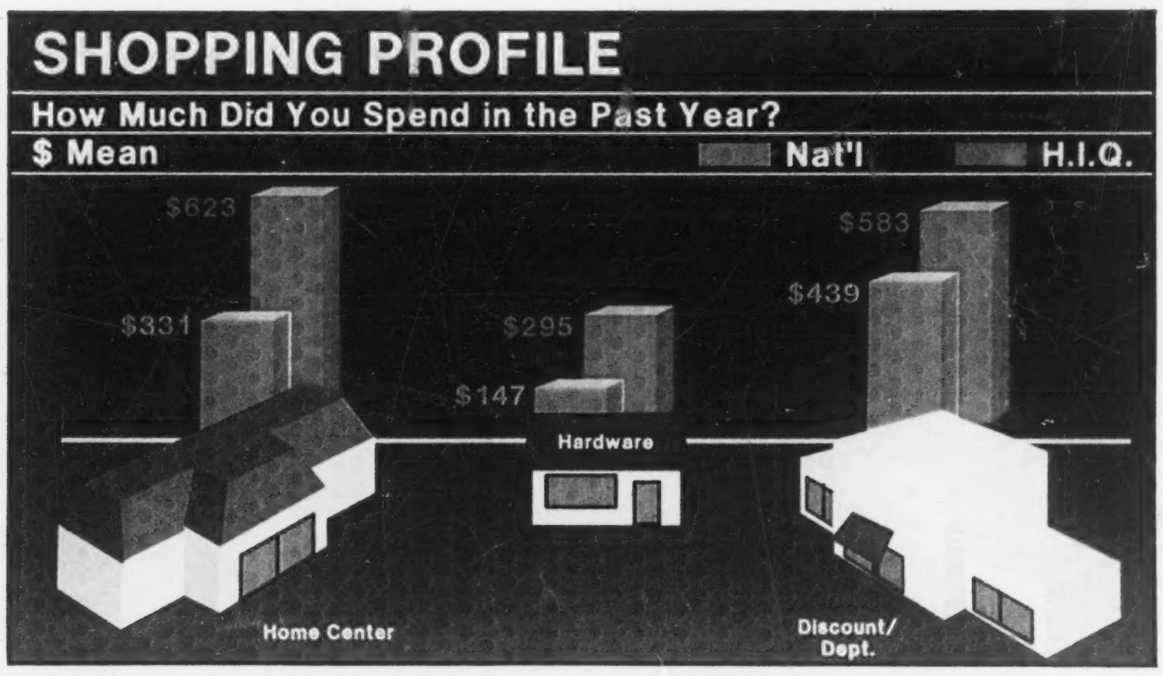
The Sunbelt is still less populated than more settled areas of the country and home improvement interest among households there seems to be moderate, perhaps because housing is newer. Continuing migration to that region means strong future potential.

In contrast, New England, with a siz-

(Continued on page 16)



The West North Central and Mountain regions showed the highest proportion of households that completed a home improvement project of $100 or more in past year or plan to in coming year; the mid-Atlantic states had the lowest proportion regionally, but the second highest concentration of projects nationally.



Households engaged in projects costing more than $100 (H.I.Q. households) spent nearly twice as much as general consumers at home centers in the past year.

Home center sales strong; but so is the competition

Households who actively pursued home improvement projects last year spent an average of $631 in home centers, twice the amount spent during the same period by the average consumer.

Despite gaining strong sales from project-conscious consumers, however, home centers have some way to go before they are thought of as the foremost supplier of home improvement products. Only a third of the nation's consumers currently think of home centers as being best equipped to meet their home care needs. Instead, more than half believe discount stores and department stores are most likely to carry the necessary products.

Even consumers who name home centers as their primary source of home improvement products shop there less often than declared department and discount store shoppers visit those outlets. Consumers who prefer hardware stores also shop hardware stores with more frequency than home center customers shop home centers.

Those are some of the results from a survey of home improvement shopping habits conducted for *National Home Center News* by Leo J. Shapiro & Assoc. of Chicago. The survey examined two

(Continued on page 16)

Homeowners decide where to buy: 53% DIY, 67% BIY

The decision about where to buy materials for a home improvement project is made by the homeowner in most instances, even when a contractor actually does the work or assists in it.

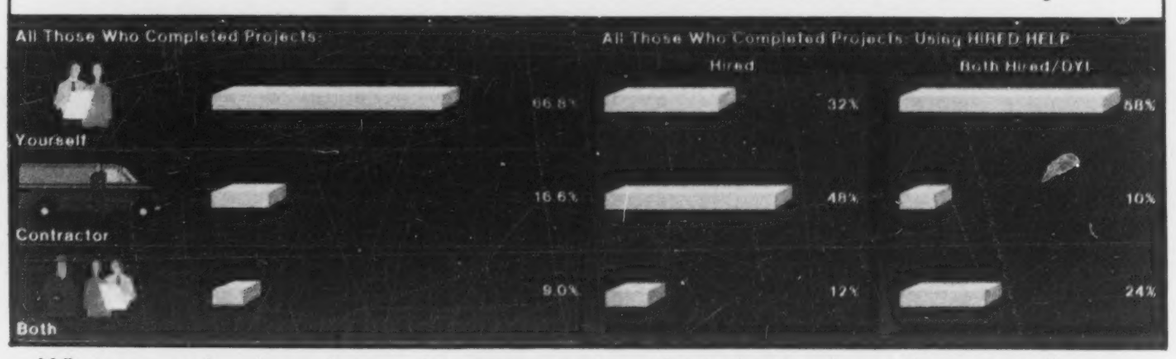
This trend was apparent in the recent *National Home Center News* consumer survey and has obvious implications for DIY retailers who apparently can be most effective by targeting promotions directly at the homeowner.

While many homeowners are ready to tackle projects themselves, even more are involved in deciding where to shop.

Among households that completed a project costing $100 or more last year, almost 67% of homeowners polled said they chose where to buy materials, even though only 53% did the work themselves. Not surprisingly, the proportion of homeowners deciding where to buy materials was highest among those who also did the work themselves. Almost 90% of these DIYers also purchased their own materials. (See Project Analysis table, page 17.)

Among homeowners who hired a contractor to do the entire project, however, roughly one-third still decided where to buy materials themselves. In cases where homeowners and contractors jointly completed a project, homeowners decided where to buy merchandise 60% of the time.

PROJECT ANALYSIS: *Who decides where to shop?*



When people do a home improvement project themselves they usually buy needed materials themselves, 66.8% of the time. More surprisingly, homeowners still decide where to shop 32% of the time even when contractors are doing the work. When contractors merely assist in a project consumers choose the place to shop for materials 58% of the time.

Relating these findings to one of the main themes of the *NHCN* study, America's housing mismatch, it seems that the decision about where to buy materials is most often made by those who complain of having too little space in their current homes.

Typically households now held by the "baby boom generation," 75% of this group decided where to buy materials. In contrast, only 57% of those who say their current home is too large, often people of retirement age, decided where to purchase materials.

Simply put, younger customers, often those who still do not have as much living space as they would like, are more likely to choose where materials are bought for their projects.

On a project-by-project basis, it is difficult to draw firm conclusions about what kind of materials homeowners are most likely to purchase themselves, but the trend toward the homeowner making the purchases is clear.

Among homeowners who remodeled a kitchen last year, 69% participated in the material purchasing decisions, even though 45% of the households hired a contractor to do all of the work and another 17% hired a contractor to do part of the work.

For those who remodeled a bath, 62% decided where to buy, even though only 48% did the jobs themselves completely. Similarly, 82% of homeowners who completed a wallpapering or painting project decided where to purchase materials, even though only 52% tackled the job completely on their own.

NHCN's 1983 Consumer Attitude Survey

Home centers garner sales against strong competition

(Continued from page 15)

sample household groups, one whose members had completed or were planning a home improvement project exceeding $100, and one whose members reflected the national consuming public in general. All participating households were asked to recount various aspects of shopping habits involving 10 categories of products.

Results from questions on spending, for instance, showed that those households engaged in home improvement projects —identified by the survey as home improvement qualified (H.I.Q.)—used credit in home centers slightly more often than national households generally. H.I.Q. figures showed that 19.6% of that group charged for purchases, while only 16.1% of the national sample did so.

About 46.5% of the H.I.Q. households who shopped discount or department stores used credit in arranging purchases, compared to 33.6% of the national households. Hardware stores showed the slimmest credit margins, with 3.6% of the national sample and 6.3% among H.I.Q. households.

When asked how much they had spent in the past year at a store they thought of as a prime source for home improvement products, H.I.Q. households that identified home centers reported an average expenditure of $623. About $330 was spent by home center shoppers in the national group.

H.I.Q. households that named department or discount stores spent an average $583, while national households that named discount or department stores spent $439. H.I.Q. respondents who shopped hardware stores said they spent an average of $295, while their national counterparts spent $147.

Home centers came out on the low end of the spectrum for the number of times visited in the past year by national and H.I.Q. households. When asked how often they shopped at their main source for home improvement products during the past 12 months, national households who went to home centers reported 13.5 visits on the average, while the H.I.Q. group reported 20.7. H.I.Q. respondents who shopped discount or department stores said they visited those establishments an average of 22.4 times in the past year, with national households reporting an average of 18.2 visits. National households who shopped hardware stores stopped there an average of 15.1 times. H.I.Q. households who named hardware stores reported 26.5 visits.

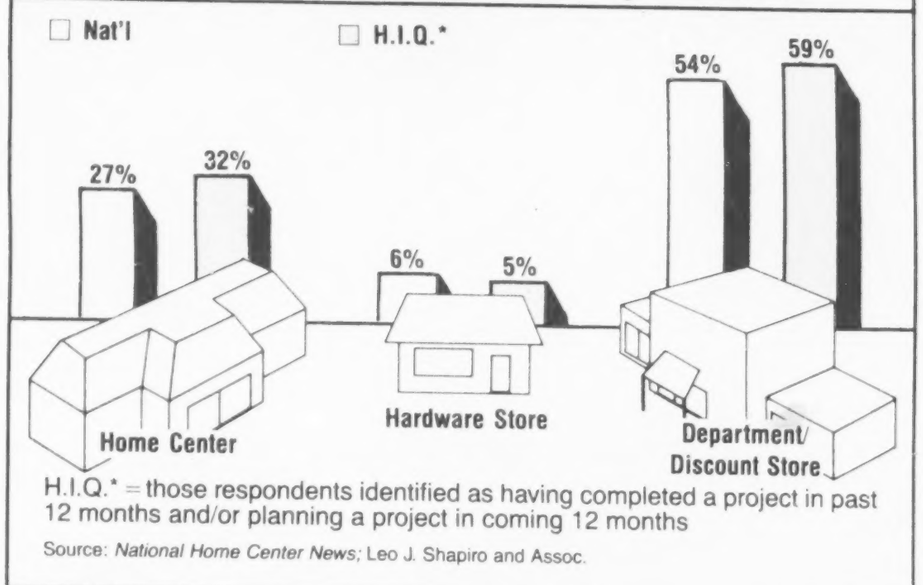
However, there seemed to be no significant difference among those who shopped primarily at home centers, department or discount stores or hardware stores when it came to the length of time since their last visit.

On the average, H.I.Q. respondents who shopped primarily at home centers said their last visit occurred 10.2 weeks before answering the survey. H.I.Q. households who shopped department or discount stores reported visiting those stores 9.8 weeks before the survey, while H.I.Q. respondents who named hardware stores visited there about 11.2 weeks prior.

National households that shop at home centers said they visited those outlets an average of 14 weeks before the survey. National respondents who named department or discount stores as their primary source for building materials reported visits 12.7 weeks prior. National hardware store consumers said they had visited there 12 weeks before the survey.

SHOPPING PROFILE:

What store comes to mind that carries all types of home improvement products?



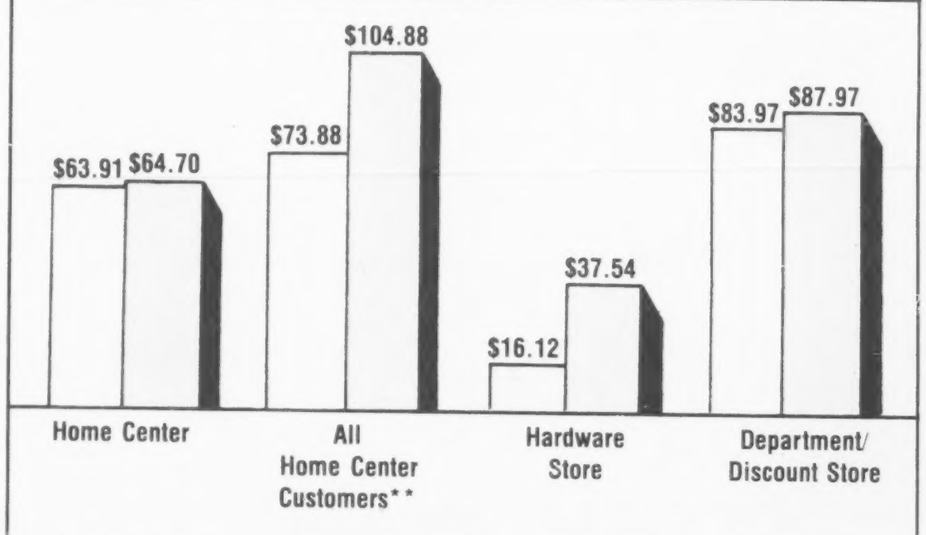
H.I.Q.* = those respondents identified as having completed a project in past 12 months and/or planning a project in coming 12 months

Source: *National Home Center News;* Leo J. Shapiro and Assoc.

Only 27% of the nation's consumers named home centers first as the likely place to find products in 10 home improvement categories, according to a new NHCN *survey. Meanwhile, 54% named a department or discount store first, including Sears and K mart.*

SHOPPING PROFILE:

How much did you spend that day?
$ Mean Nat'l H.I.Q.*



H.I.Q.* = those respondents identified as having completed a project in past 12 months and/or planning a project in coming 12 months

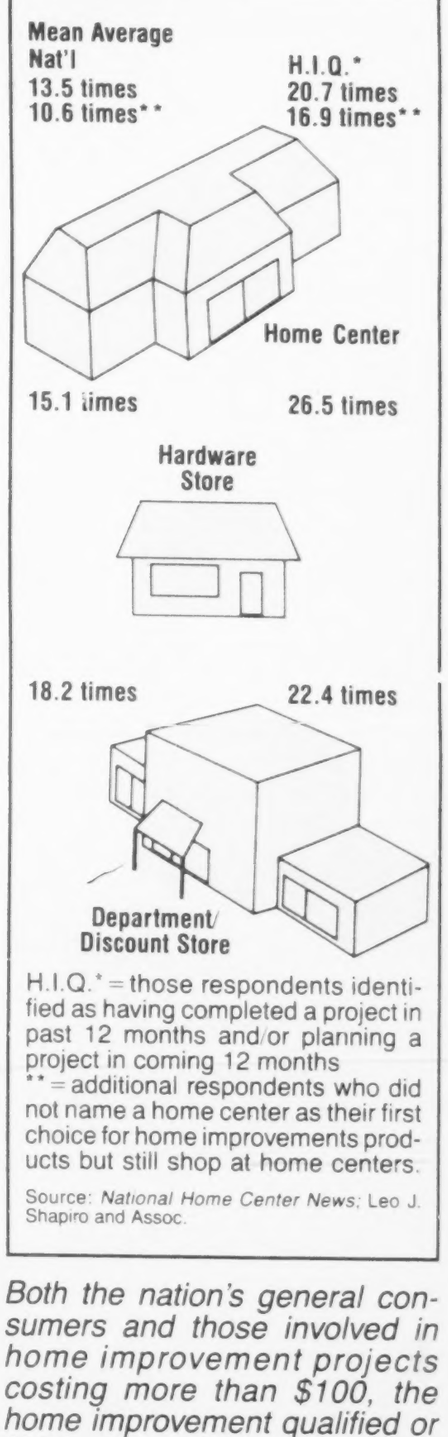
** = includes additional respondents who did not name a home center as their first choice for home improvement products but still also shop at home centers

Source: *National Home Center News;* Leo J. Shapiro and Assoc.

Households engaged in $100-plus home improvement projects spent an average of $64.70 during their last visit to a home center. These households spent $37.54 on their last stop in a hardware store, but purchased an average of $87.97 in home improvement products at department or discount stores.

SHOPPING PROFILE:

How often have you shopped at this store in past 12 months?



H.I.Q.* = those respondents identified as having completed a project in past 12 months and/or planning a project in coming 12 months

** = additional respondents who did not name a home center as their first choice for home improvements products but still shop at home centers.

Source: *National Home Center News;* Leo J. Shapiro and Assoc.

Both the nation's general consumers and those involved in home improvement projects costing more than $100, the home improvement qualified or H.I.Q. group, tend to shop home centers less frequently than they do hardware and department or discount stores, according to a new National Home Center News *survey. Households nationally shopped department and discount stores most often in the past year with 18.2 visits, while H.I.Q. households shopped most often—26.5 times—at hardware stores.*

27.5 million U.S. households tackling big improvements

(Continued from page 15)

able population and some of the nation's oldest homes, also has a larger percentage of its households involved in home improvement than most other regions.

Nationally, of all the households involved in home improvement, the question of whether a project is completed on a do-it-yourself basis or by a contractor seems to correlate with the kind of area in which a household lives.

Residents of rural areas are more likely to tackle a job themselves, while those in large metro locales more often hire help to complete a project.

Considering the DIY inclination region by region, the Mountain States are strongest in terms of the per cent of households that do projects themselves, 22%. Perhaps reflecting residual frontier self-reliance, this area was also strong in the per cent of households involved in home improvement, 39%.

To take a further look at the numbers then, more than 27% of the 27.5 million households that last year either completed or are now planning a project costing over $100 reside in Wisconsin, Illinois, Michigan, Indiana or Ohio—The East North Central region.

In terms of the number of actual households involved with projects there are fewer in the West North Central area, probably because population is less in these states—the Dakotas, Nebraska, Kansas, Minnesota, Iowa and Missouri.

However, almost half of the households in this region, 49%, are engaged in home improvement, which by far makes this the nation's most home improvement-oriented region based on the per cent of households fixing up their homes.

In comparison, less than one-quarter of the households in the Middle Atlantic States are improving their homes, although

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NHCN survey examines home improvement trends

Stories and charts in this special section of *National Home Center News* are based on a survey conducted for *NHCN* by Leo J. Shapiro and Assoc., a Chicago research firm.

The survey examines America's home improvement market and probes a variety of questions such as: who is involved; what projects are being undertaken; how much is being spent; where materials are being bought; who is making the product purchasing decisions and who is doing the work.

A key part of the survey is that it views home improvement trends not only among the nation's households generally, but also among those more actively involved with fixing up their homes.

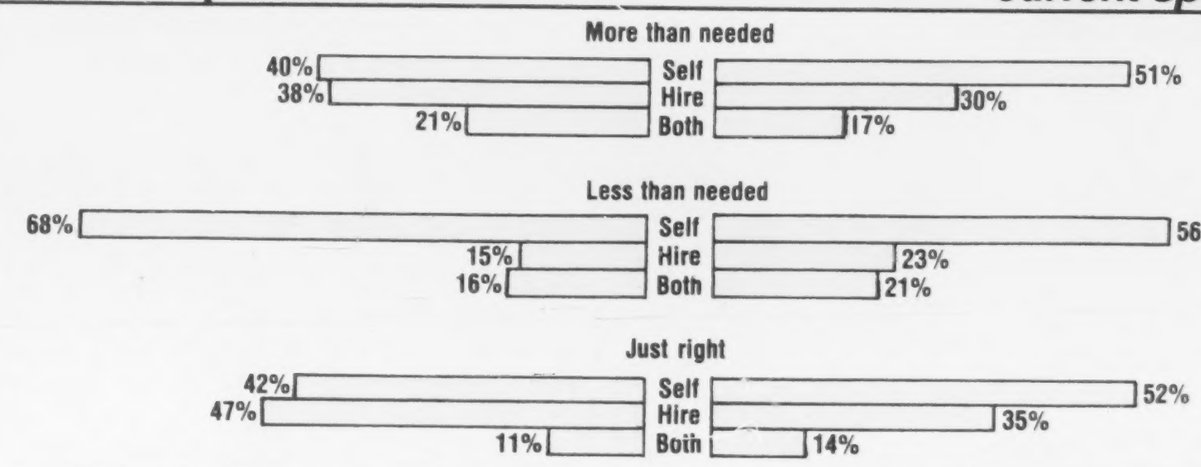
These households are referred to as the home improvement qualified or the H.I.Q. group. The group consists of those households that either spent at least $100 on a home improvement project last year or are planning to in the next 12 months.

Information for the survey was gathered in March with telephone interviews. A sample of 1,688 households was questioned and information gathered was used to determine the geographic distribution of home improvement activity across the nation.

A balanced national sample of 458 was selected and asked for detailed information about home improvement activity. At the same time, another group of 340 households was identified from the original 1,688 as having spent more than $100 on home improvement last year or as planning to in the next 12 months.

PROJECT ANALYSIS:

Who did the work?	Who will do the work?
Completed: Homes where the current space is:	***Planning: Homes where the current space is:***



TOTAL: 53% Self; 30% Hired; 17% Both	***TOTAL: 54% Self; 26% Hire; 19% Both***

Source: *National Home Center News;* Leo J. Shapiro and Assoc.

Over half of those households involved in a $100-plus home improvement project completed or planned to do the job themselves. But DIY activity increased dramatically in homes with too little space, with nearly 1 out of 7 completing a job themselves over the past year, and 51% planning one.